

Effective October **2015**

Utah WIC Program



Authorized WIC Foods



Nutrition for Healthy Lives



UTAH | WOMEN, INFANTS & CHILDREN



Never sell, trade, or give away WIC foods; this is considered fraud.

Speak to the WIC staff if you do not use or need all the foods listed on your checks. If you suspect any fraud, please report it to your local WIC clinic.

Before you shop:

- ✓ Locate a WIC authorized store near you.
- ✓ Bring your WIC ID packet.
- ✓ Use your checks in the correct month.

While shopping:

- ✓ Choose only WIC approved foods.
- ✓ Keep your WIC items separate, by check, from your other purchases.
- ✓ If you cannot find an item, speak with customer service or a grocery clerk.

At the checkout:

- ✓ Show your WIC check(s) and WIC ID Packet to the cashier.
- ✓ Sign your check only after the cashier has written in the correct purchase price.
- ✓ Sign within the box using black ink. Your signature must match the signature on your WIC ID Packet.
- ✓ You may not return your WIC foods to the store for cash, credit or other items.
- ✓ Please treat store staff with respect and courtesy.
- ✓ If you have any concerns about your shopping experience, please speak to a store manager or a staff member at your WIC clinic.

***Store Brands/Private Labels:** A store brand (also called a private label) must be purchased when indicated in the Utah Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Great Value, Albertsons/Essential Everyday, Market Pantry, WinCo, (Malt-O-Meal cereals are authorized under this definition). Other store brands/private labels may be available. If a store carries more than one store brand/private label then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand can be purchased.

When certain brands are specified in the Authorized WIC Foods booklet, only those brands listed may be purchased.

Organic: Organic food items are not allowed except for fresh fruits and vegetables.

Special Food Letter: Foods not listed in this booklet may only be purchased if your WIC clinic gives you a "Special Food Letter." The letter must be printed on local or State Health Department letterhead.



Infant Cereal

Buy: Dry, 8 oz box

Gerber, Beechnut, Parent's Choice, Up & Up

- Oatmeal
- Rice
- Mixed Grain/Multigrain
- Barley
- Whole Wheat



Do Not Buy: With added formula, fruit, yogurt, probiotics or DHA/ARA; Beechnut Good Morning, organic

Baby Food

Buy: Single or mixed fruit and/or vegetables

4 oz jar, Stage 2 and 2 ½ Textures are allowed

- Gerber, Beechnut, Yummy Naturals



2-packs count as 2 jars

4 oz 2-packs

- Target Up & Up, Gerber

Do Not Buy: Medleys, dinners, delights, custards, cobbles, desserts, organic or added: DHA/ARA, cereal, pasta, rice, meat, sugar, salt

Baby Food Meat

Baby food meats are an extra benefit for fully-breastfed infants.

Buy: "Single meat" variety with added broth or gravy

- 2.5 oz jar
- Gerber, Beechnut, Yummy Naturals



Do Not Buy: Meat sticks, dinners, organic or added: DHA/ARA, pasta, rice, vegetables, sugar, salt

Infant Formula

Buy: Size and description as printed on check

Milk

Buy: *Store brand/private label

- Pasteurized. Size, description, and fat content as printed on check.
- Lactose-free milk only if printed on check

Do Not Buy: Flavored, Skim Royale/Delight, unpasteurized, raw



Yogurt

Buy: 32 oz containers or smaller containers in combinations that equal 32 oz.

- Plain or flavored.
- Fat content as printed on check.
- Added fruit is allowed.
- Greek or Regular.



Brands: Market Pantry, Essential Everyday, Great Value, Kroger, Western Family, Dannon, Oikos, Activia, Liberté, Stonyfield, Yoplait, Mountain High, Danimals.

Do Not Buy: Yogurts sold with accompanying mix-in ingredients such as granola, candy pieces, honey, nuts and similar ingredients, drinkable yogurts, yogurts in tubes.

Cheese

Cheese is an extra benefit for moms who are fully breastfeeding and special circumstances.

Buy: *Store brand/private label

- Block, domestic. *May combine different sizes to equal amount printed on check.*
- Cheddar (mild, medium, or sharp)
- Colby/Colby Jack
- Longhorn/Longhorn Colby
- Monterey Jack
- Mozzarella



Do Not Buy: Deli, sliced, shredded, string, reduced-fat, cheese food/spread/product

Eggs

Buy: *Store brand/private label

- Large or medium, white

Do Not Buy: Brown, cage-free, omega-3



Juice

Buy: *Store brand/private label

- Unsweetened, 100% juice; single flavor only
- Size as printed on check
- Regular flavor or low sodium for tomato/vegetable juice

Do Not Buy: Refrigerated juices (except orange juice), cocktails, blends, nectars, white grapefruit juice, ciders, 59 oz container

Calcium-fortified juice and cranberry juice require a Special Food Letter.

Children: 64 oz container

- 64 oz refrigerated container for orange juice is allowed



Apple | Grape or White Grape | Tomato



Apple | Grape or White Grape | Pineapple
Grapefruit | Orange | Vegetable



Apple | Grape or White Grape | Pineapple | Grapefruit
Tomato or Vegetable | Orange



Apple | Grape or White Grape | Tomato
or Vegetable | Orange



Apple | Grape or White Grape | Orange | Tomato or
Vegetable | Pineapple | White Grapefruit



Apple | Grape or White Grape | Tomato or Vegetable

Women: 12 oz Frozen Juice



Albertsons/Essential Everyday:
Apple | Grape | Orange



Great Value: Apple | Grape
Orange



Kroger: Grape | Grapefruit
Pineapple | Orange | Apple



Western Family: Apple | Grape
Orange | Grapefruit



WinCo: Apple | Orange



Market Pantry: Apple | Orange
Grape

Fruits & Vegetables



Buy: Dollar amount as listed on cash value voucher

- Whole, pre-cut or packaged fresh fruits & vegetables
- Fresh salsa without added sugar or oil is allowed
- Organic allowed

Do Not Buy: Frozen, canned, dried, roasted, decorative, packages/party trays with dips, dressings, added nuts or noodles, salad bars, herbs and spices (see below), salsa with sugar or oil, pasteurized salsa

The following herbs and spices are not allowed:

Anise, dill, parsley, basil, fenugreek, rosemary, bay leaves, horseradish, sage, caraway, lemon grass, savory, chervil, marjoram, tarragon, chives, mint, thyme, cilantro, oregano, vanilla bean, aloe vera



WIC now allows all types of potatoes to be purchased with your fruit and vegetables check, cash value voucher.

If the total purchase price of fruits and vegetables is above the maximum amount listed on your check you can pay the difference.

Only sign your check after the cashier has written in the total purchase price up to the maximum amount listed on your check.



Beans & Lentils



Buy: *Store brand/private label

- 1 lb (16 oz) dry package
- Low sodium allowed
- 15-16 oz can
- Black, Black-eyed Peas, Butter Beans, Fat Free Refried Beans, Garbanzo (chickpeas), Great Northern, Kidney, Lentils, Lima, Navy, Pinto, Red, Split Peas, White

Do Not Buy: Added vegetables or fruits, added sugar, fats or oils, flavored, bean soup mix, mayocoba, mixed beans, chili, baked beans, beans with meat, canned green peas, snap beans, green beans, wax beans, any other variety of refried beans

Peanut Butter

Buy: *Store brand/private label

- 16-18 oz creamy, crunchy, extra crunchy, reduced fat or natural

Do Not Buy: Added honey/jelly, marshmallows, chocolate, or other similar ingredients, all peanut butter spreads



Canned Fish



Canned fish is an extra benefit for mothers who are fully breastfeeding.

Buy: *Store brand/private label

- 5 oz chunk light tuna, pink salmon, or jack mackerel
- Water or oil packed

Do Not Buy: Solid white or chunk white albacore tuna; red, blueback, atlantic, or sockeye salmon; low sodium; gourmet; flavored/seasoned; pouches

Cereal

Buy: *Store brand/private label, (12 oz sizes or larger for cold cereal). Boxes or bags in combinations equal to or less than amount printed on check. **May buy infant or hot cereal as part of combination.**

Do Not Buy: Cold cereal box sizes smaller than 12 oz, added fruit, or low sugar

These store brand/private label cereals meet the Federal WIC guidelines for iron and sugar content.



Essential Everyday: Wheat Bran Flakes | Nutty Nuggets | Toasted Oats | Frosted Shredded Wheat (bite-size) | Crunchy Oat Squares (Original Only) | Corn Flakes | Crispy Rice | Crunchy Corn Squares | Crunchy Rice Squares | Honey Oats & Flakes (Original or Almonds) | Crispy Hexagons | Multigrain Toasted Oats | Crunchy Wheat Squares

Great Value



Great Value: Crunchy Honey Oats | Frosted Shredded Wheat | Bran Flakes | Corn Flakes | Crisp Rice | Crunchy Nuggets | Toasted Corn | Toasted Rice | Toasted Wheat | Toasted Oat | Crunchy Oat Squares



WinCo: Toasted Oats | Corn Flakes | Frosted Shredded Wheat (bite-size) | Crispy Rice



Western Family: Corn Flakes | Frosted Shredded Wheat (bite-size) | Corn Squares | Rice Squares | Crisp Rice | Wheat Squares | Toasted Oats | Wheat Bran | Oats & More (Original or Almonds) | Nutty Nuggets



Kroger: Rice Bitz | Oat Squares | Toasted Oats | Corn Flakes | Frosted Shredded Wheat (bite-size; Original, Blueberry or Strawberry) | Nutty Nuggets | Bran Flakes | Honey Crisp Medley (Original or Almonds) | Living Well | Crispy Rice | Multi-Grain Toasted Oats



Market Pantry: Frosted Shredded Wheat (bite-size; Original or Strawberry) | Toasted Oats | Honey & Oat Mixers (Original or Almonds)



Malt-O-Meal: (Bags or Boxes)
Oat Blenders with Honey (Original or Almonds)
Frosted Mini Spooners (Original, Blueberry or Strawberry Cream) | Crispy Rice

Hot Cereal (Regular flavor only)



Western Family: Creamy Wheat Farina | Instant Oatmeal (packets only)



WinCo: Instant Oatmeal (packets only)



Kroger: Instant Oatmeal (packets only) | Instant Grits Original



Essential Everyday: Instant Oatmeal (packets only) | Original Instant Grits



Great Value: Instant Oatmeal (packets only)



Cream of Wheat: Cream of Wheat Instant Whole Grain | Whole Grain Cream of Wheat | Cream of Wheat Instant | Cream of Wheat 1 Minute | Cream of Wheat 2 1/2 Minutes | Cream of Rice



Malt-O-Meal: Original Hot Wheat | Chocolate Hot Wheat

Whole Grain Options

Whole Wheat Bread

Buy: 100% Whole Wheat Bread, 16 oz



Dunford Bakers: Wheat Bread, Multigrain Bread



Smith's: 100% Whole Wheat Round Top Bread



Sara Lee: Classic 100% Whole Wheat



Franz: 100% Whole Wheat



Wonder: 100% Whole Wheat



Bimbo: 100% Whole Wheat



Nature's Own: 100% Whole Wheat with Honey

- Authorized 100% whole wheat bread from WIC approved vendors with in-store bakeries

Do Not Buy: Buns, rolls, bagels, white bread

Brown Rice

Buy: *Store brand/private label

- 14 oz (Instant only) | 16 oz (Regular, quick-cooking)
- Regular, quick-cooking, instant

Do Not Buy: Boil-in-bag, ready-to-serve, added flavors/seasonings



Whole Wheat Pasta

Buy: *Store brand/private label, Barilla, or Ronzoni

- 16 oz package
- Whole wheat flour and/or whole durum wheat flour must be the only flour ingredients listed



Do Not Buy: Pasta made with white flour or a mix of different types of flour or with added sugars, fats, oils, or salt (sodium)

Tortillas

Buy: Whole Wheat or Corn Tortillas, 16 oz

Guerrero:
White Corn



La Burreita:
Yellow Corn



La Victoria:
Whole Wheat



La Banderita:
Whole Wheat
or Corn



Herdez:
Fajita Whole Wheat
White Corn



Mission:
Whole Wheat
or Yellow Corn



Essential Everyday:
Whole Wheat
or White Corn



Don Pancho:
Whole Wheat
or White Corn



Do Not Buy: White flour tortillas, hard shells, wraps, uncooked



Breastfeeding | A Gift for Life:

- ✓ Doctor Recommended
- ✓ Perfect Nutrition
- ✓ Less Infections
- ✓ Reduces Childhood Obesity

For help with breastfeeding call your WIC clinic.

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